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► Conference Date

Aug, 12-14 2014

► Location

De La Salle University, Manila, Philippines 2401 Taft Avenue, 1004
Manila, Philippines

PROCEEDINGS OF 2014 ICOI THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION

Aug., 12 – 14, 2014

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WELCOME TO THE INTERNATIONAL CONFERENCE ON ORGANIZATIONAL INNOVATION (ICOI) MANILA, PHILLIPPINES, 2014



MABUHAY!

On behalf of the International Association of Organizational Innovation, I welcome you to the 2014 The International Conference on Organizational Innovation. It is an honor and a pleasure for me to be in this great city of Manila and to interact with all of you distinguished scholars and business men & women at this conference! I look forward to exploring the city and the country of The Philippines.

The International Association of Organizational Innovation (IAOI) has made great progress this year! The main activities of the Association are hosting this conference and publishing *The International Journal of Organizational Innovation*. IAOI is in our ninth year. This is our eighth Annual Conference and our Journal is now in its sixth year of publication!

Besides hosting this conference, I also serve as the Editor of the *International Journal of Organizational Innovation*, the journal sponsored by this Association. I encourage all of you to consider submitting the papers that you are presenting at this conference for publication in the journal. Another professional opportunity available to you is to serve as an Assistant Editor for the journal and review paper submissions to the journal. I will give detailed information on these opportunities in my presentation entitled "How to be an Author or Assistant Editor for the *International Journal of Organizational Innovation*", later in the conference. If you have any interest in serving either the Association or Journal, please attend this session. For those of you who have published in our Journal or serve as an Assistant Editor, Please come up and introduce yourself to me.

I give thanks to all of the people who worked very hard to organize this conference. I know the effort that they made in getting this conference together. I especially thank De La Salle University and Dr. Ma. Luisa C. Delayco, Dean of the Ramon V. del Rosario College of Business, for hosting this conference. I also thank my colleague and former student, Dr. Chich-Jen Shieh, for his hard work organizing this conference. Thanks also go to all of the people at IAOI and De La Salle University who have worked hard to make this conference a success!

I look forward to meeting you all and working with you over the next few days. Please take the opportunity to explore this exciting city and country. Maraming Salamat and enjoy the conference!

Dr. Frederick Dembowski, President,
The International Association of Organizational Innovation

FOREWORD



It is with great pleasure to welcome you to the 2014 International Conference of Organizational Innovation. It is a privilege to co-organize this event for this year and have it held in De La Salle University Manila, Philippines.

This is an excellent opportunity to share experiences with colleagues and develop collaboration with participants having the same interest. This also provides opportunity to recognize paper contributions.

Special thanks to all the keynote speakers and paper contributors for their valuable presence and for sharing their works with us. Thanks to all the conference Committee members who have made this event possible.

Best wishes for a productive stay in the Philippines.

Mabuhay!

Dr. Ma. Luisa C. Delayco

Dean

Ramon V. del Rosario, College of Business

De La Salle University, Manila Philippines

ma.luisa.delayco@dlsu.edu.ph

FOREWORD



As the Honourable Chair of International Conference of Organization Innovation (ICOI) 2014, firstly I would like to congratulate the De La Salle University Philippines for successfully hosting this annual conference.

The purpose of ICOI-2014 is to enhance good relationship between academic scholars and business practitioner in Organisation. An important goal of the conference is to encourage learning from each other by exchanging ideas, views, and building networks.

I would like to thank all working team from IAOI organization, from De La Salle University Philippines, and from Department of Management, Faculty of Economics and Business Universitas Airlangga, for their enormous contribution towards the detailed arrangement of this conference, because a successful conference cannot be organized without the effort of many persons.

Furthermore, I would like to express my gratitude to the authors who submitted their papers to the ICOI-2014 conference as well as reviewers for their contribution and effort to an excellent conference proceeding.

Finally, let me welcome all of you to the ICOI-2014. I hope you will enjoy the conference and have a wonderful time during your stay in Manila Philippines.

Regards,

Prof. Dr. Muslich Anshori
2014 ICOI Honourable Chair,
Dean
Faculty of Economics and Business
Universitas Airlangga
Indonesia

FOREWORD

Welcome to the 8th International Conference of Organizational Innovation (2014 ICOI, Philippines)



On behalf of the Organizational Committee, Honourable Chairs, Conference Chairs, and Conference Co-Chairs, it is a great pleasure to welcome you to this 8th ICOI Annual Conference 2014 in Philippines. Our previous 7 conferences in China, Thailand, Malaysia and Indonesia were a resounding success, and on this positive note, we continue the primary activity of our esteemed association, The International Association of Organizational Innovation (IAOI). This year, Institutional Sponsor, De la Salle University, Manila, has facilitated an excellent venue and associated social activities to complement the academic exchanges over the next few days. The organising committee, on behalf on Conference Chair, Dr Charles Shieh, is truly appreciative of your willingness to both attend and participate in this conference.

We are greatly encouraged by the attendance of established leaders in the worldwide network of organizational innovation researchers along with many outstanding leaders from the region. We are particularly indebted to our VIPs and organisers of the conference. Please note the contribution of our sponsors as listed in the program, without whom we could not provide such a professional conference. We welcome our internationally reputable Keynote Presenters, and appreciate their dedication to the 2014 ICOI.

We are also fortunate to remind all delegates of our esteemed journal publication, The International Journal of Organizational Innovation (IJOI), under the editorship of Dr Frederick. L. Dembowski. This year, selected best paper nominations from the conference will be published in the journal. Furthermore, esteemed papers from the conference will have the opportunity to be published in leading special edition international journals. This year, we had 181 refereed paper applications, from 22 countries, with 147 acceptances. All papers went through a double-blind review process. We thank all applicants, and congratulations to all who had papers accepted for the conference proceedings. We thank our dedicated reviewers for their concerted scholarly efforts in reviewing the papers.

We do hope you have an enjoyable and enriching experience throughout the conference, and take advantage of the collaborative, friendly and community of advanced scholarship from our international conference. Last but certainly not least, I congratulate our Conference Chair, Professor and Mrs Charles and Vicky Shieh on their marriage earlier this year.

Kind Regards

Dr Alex Maritz

Vice President: The International Association of Organizational Innovation

Associate Professor of Entrepreneurship, Swinburne Business School,
Swinburne University of Technology, Australia)

Education Program Director: BioReactor, ARC Training Centre

amaritz@swin.edu.au

FOREWORD



Welcome to the 2014 ICOI the International Conference on Organizational Innovation. The aim of the 2014 ICOI Conference is to serve as a forum for scholars of the business, education and information disciplines.

This conference, being one of the largest academic meetings ever held in this city, will be a grand gala of growing trend of international meeting. We hope this conference will provide all the global family of industry and engineering professionals in the area of Industrial globalization and Technology Innovation with a meeting to share and exchange research interests and applications.

The 2014 ICOI Conference has been established on a global basis. We have received 181 submissions from Australia, India, Indonesia, Iran, Ireland, Malaysia, New Zealand, Pakistan, Philippines, South Africa, Taiwan and Thailand, and United States.

Each paper submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2014 ICOI Conference for their precious time and expertise.

We hope you enjoy this conference and this city. We are delighted to announced at the 2014 ICOI conference would be held.

Dr. Ridong Hu
Dean and Professor, College of Economics and Finance, Huaqiao
University, China
Address: 362021 Quanzhou City, Fujian Province, China, PRC
Email: j_rdhu@hqu.edu.cn

FOREWORD



Dr. Fernando Cardoso de Sousa holds a Ph.D. and is a professor in Organizational Behaviour; and director of the BsC. in Real Estate Mediation and the M.A. in Human Resource Management, at the INUAF, Loule, Portugal. Founder and director of the Marketing Research Office (GAIM) and the president of the Portuguese association of Management of Innovation and Creativity in Organisations (www.apgico.pt).

He is a speaker in universities and a Business consultant. He is the director of the Academic Cabinet of Research and Marketing (www.gaim.pt). As an author, he has published “A Criatividade como Disciplina Científica” (Creativity as a scientific subject) in Spain, and several articles about business creativity in the magazine of Asocrea, entitled “Creatividad y Sociedad” (Creativity and Society) Guest speaker in universities and companies in Portugal, Brazil, Spain, South Africa, UK and EUA. Author of books and articles on subjects like creativity, innovation, leadership, human resources, psychology and military sociology.

Dr. Fernando Cardoso de Sousa
Portuguese Creativity and innovation Association
Email: cardoso_sousa@hotmail.com

FOREWORD



It is my great pleasure to welcome you to 2014 ICOI, the International Conference on Organizational Innovation and to the beautiful city of life –Manila. Philippines.

. The conference will take place during Aug, 12 to 14; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines from all over the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest. The 2014 ICOI Conference has been established on a global basis. We have received 181 submissions, which are including Australia, China, Czech Republic, Israel, India, Malaysia, Pakistan, Philippines, Russia, Taiwan, Thailand, Turkey and USA. Each Submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference.

I wish to acknowledge the following individuals who have contributed a great deal to the 2014ICOI conference. Special thanks to the keynote Speakers -1. Dr. Sydney Engelberg, Hebrew University, Jerusalem. 2 Dr. Harold G. Kaufman, Polytechnic Institute of New York University, USA. 3 Dr. Sergey Ivanov, University of the District of Columbia, USA for their valuable time.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Manila. Philippines.

2014 ICOI Conference Chair

Szu-Yuan Sun

Prof. Dr. Szu-Yuan Sun

Director of Library and Information Center

National Kaohsiung First University of Science & Technology, Taiwan,
ROC

FOREWORD



It is my great pleasure to welcome you all in the 2014 International Conference in Organizational Innovation in Philippines .

The Committee of ICOI-2014 has designed a program that I am sure you will find intellectually stimulating, and professionally rewarding.

The significant size of the presented papers of the conference reflects the fact that the organizational innovation issues still and remain important factors to maintain and sustain organizational competitive advantage. We are grateful for this opportunity to organize this conference that disseminating fresh ideas

related to this important issue.

I would like to deliver my sincere thanks the working team from De La Salle University Philippines for their enormous contribution towards the detailed arrangement of this conference.

I also want to thank the kind support of Sponsor Institutes: International Association of Organization (IAOI) USA, Universitas Airlangga Indonesia, De La Salle University Philippines, Chang Jung Christian University of Taiwan, and National Kaoshiung First University of Science and Technology Taiwan; and Co-Sponsor Institutes: Suan Sunandha Rajabhat University Thailand, Huaqian University China, Southeastern Louisiana University of USA, Nanjing Audit University China, Swinburne University of Technology of Australia, and, University Kebangsaan Malaysia. My sincere thanks also goes Dr. Chich-Jen Shieh for his continuous and great support for this conference.

On behalf of all my colleagues, I would like to offer my best wishes for a successful, stimulating and memorable conference.

Welcome to Manila Philippines !

Sincerely,

Sri Gunawan, DBA.

2014 ICOI Conference Co-Chair,

Head

Department of Management

Faculty of Economics and Business

Universitas Airlangga

Indonesia

FOREWORD



On behalf of the Organizational Committee, I welcome you to the 2014 ICOI- the International Conference on organizational Innovation in beautiful city, Manila. The conference will take place during Aug, 12 to 14; it has always attracted researchers, educators and practitioners of industrial engineering and related disciplines in the world. Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The 2014 ICOI Conference has been established on a global basis. Exception Taiwan, we have received 181 submissions from 22 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 147 papers are accepted for presentation in the conference. Researchers of all five continents of the world, Asia, Europe, America, Australia and Taiwan attend the meeting. Accepted papers are scheduled for presentation in 38 parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of the 2014ICOI Conference for their precious time and expertise.

The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible. A conference of this size requires the integrated effort of hundreds of volunteers. We would like to take this opportunity to specifically thank Dr. Shieh, Chich-Jen, Dr. Chou, Jyh-Rong, and Dr. Yeh, Shang-Pao who did an outstanding job in organizing these conferences.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, 2 keynote speaker and special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened. Please accept our best wishes for a wonderful and stimulating stay in Manila, Philippines.

Prof. Jenn-Yang Lin
Department of Creative Product Design and Management
Far East University, Taiwan
2014 ICOI, Conference Chair

FOREWORD



About 6 years ago, when I first attended this former conference named as 2009 International Conference Industrial Globalization and Technology Innovation (2009 ICIGTI) in Xian City of China, I thought I was going to take on the world's broadest and toughest innovation challenges, and it turns out to be worthy of the reputation. From 2010, the conference renamed as the International Conference of Organizational Innovation (ICOI). The purpose of this change is to let conference topic pluralism and to strengthen the exchange of various countries scholar. As a result, in the following years, I never give up the chance to take part in this event, and every time I leave refreshed and inspired. Congratulations on organizing and facilitating such a cutting-edge event every year.

Today, thank all of the people who worked very hard to organize this conference. ICOI is truly provides an excellent summary of the state-of-the-art in modern technology and business management both in terms of the theoretical knowledge of the field and in its practical application to real-world projects.

This year we now have the opportunity to attend and meet again at the 2014 ICOI, Philippines, which will be held in Manila, Philippines on August 12- 14, 2014, hosted by De La Salle University in partnership with ICOI. It is a joint conference organized both by the International Association of Organizational Innovation (IAOI), USA, and the De La Salle University and will bring hundreds of scholars and experts from different countries to get together. This conference offers a great podium for business people, college faculty, graduate students, engineers and practitioners from a variety of background to present and discuss the latest research results, ideas, developments, and applications. This conference will be a key meeting place for all of those involved in the agenda. We look forward to welcoming you.

Dr. Chih Yuan Huang
Professor of Kao Yuan University, Taiwan
Email:t10067@cc.kyu.edu.tw

KEYNOTE SPEAKER



Dr. Sydney Engelberg grew up in South Africa and attended the University of the Witwatersrand (Wits), the Hebrew University in Jerusalem and SUNY/Buffalo.

He is currently on the faculty of the Schwarz Program in Non-profit Management and the Community Leadership and Management Program, both at the Hebrew University; Associate Professor at Gratz College, Philadelphia and the Lander Institute in Jerusalem.

He has been Master of a Residential University College in Sydney, Australia; Founding Director of the Program in Community Psychology at the University of New South Wales, Sydney, Australia; taught at Clarke University, USA and Derby University, England.

Dr. Engelberg has his own consulting company and current and past clients include the World Bank, UNICEF, IBM, Microsoft, Intel and the Neumo-Ehrenberg Group of Companies, amongst others. Dr. Engelberg has published widely and run Marketing and Executive training workshops in Latin America, Europe, Great Britain, Australia, Israel, Canada and the USA.

KEYNOTE SPEAKER



Dr. Harold G. Kaufman is Professor of Management and Academic Director of the Organizational Behavior, Systems and Analytics graduate program in the Department of Technology Management and Innovation at the New York University Polytechnic School of Engineering. He established this graduate program as a unique and pioneering curriculum integrating the management of people, organizations, technology and analytics. He has kept the program, as well as the annual conferences he initiated in Human Capital

Innovation in Technology & Analytics, at the cutting edges of technology in HRIS, talent management, work engagement, human capital engineering and data analytics.

Dr. Kaufman specializes in the study of the utilization, obsolescence and career development of technical professionals. He has reported his research in numerous publications, including three books, the first one receiving recognition as advancing the state of knowledge in the field. Dr. Kaufman's research has been supported by grants from the National Science Foundation and other government agencies as well as from private foundations. He was elected Fellow of the Society of Industrial and Organizational Psychology as well as the American Psychological Association. Dr. Kaufman earned his PhD at New York University in Industrial Psychology. He also holds a Master of Industrial Engineering from New York University and a Bachelor of Mechanical Engineering from the Cooper Union.

Contact Information

Department of Technology Management & Innovation
NYU Polytechnic School of Engineering
718-260-3485
Hgh224@nyu.edu
www.poly.edu/user/hkaufman

KEYNOTE SPEAKER



Dr. Sergey Ivanov is an Associate Professor of Management at the University of the District of Columbia, School of Business and Public Administration. His research and practice are in the area of designing high-performance organizations, including corporations, military, and government. He received his Ph.D. from The George Washington University's School of Business, working under the direction of Dr. Elliott Jaques on systemic theories in organization science. Dr. Ivanov's interests and works include research and papers in the fields of organizations and societies, Why Organizations Fail,

Accountabilities of Democracies, Organizations for the Battlefield, and Organizational Assessment of the U.S. Department of the Army.

Dr. Ivanov developed new systemic methodology to analyze large organizations rapidly, such as large multi-national corporations and departments of the U.S. federal government. This method enables analysis of work of classified organizations, without learning and revealing the proprietary work nature of these organizations, yet uncovering optimization opportunities. His recent assignments included the U.S. Army Headquarters/Pentagon, Deputy under Secretary of the Army for Business Transformation, and Army CIO/G-6 Business Transformation. In these roles, he advised Army Leadership on organizational design of the U.S. Army organizations. Professor Ivanov has taught management courses at the University of the District of Columbia, as well as at The George Washington University's School of Business for over ten years, and has collaborated with the most respected scholars and authors in the organization science field. Dr. Ivanov is actively engaged with the U.S. and International Standards Boards, and is a voting member of the ANSI/ISO 9000 Committee on Quality Management and Quality Assurance, and InterNational Committee for Information Technology Standards on Database.

Dr. Ivanov enjoys invitations to speak on the topics of management, organizations, and societal changes. He also serves on the Board of The Cambridge Institute for Applied Research. More information about Dr. Sergey Ivanov is available at www.SergeyIvanov.org, where he answers questions on the topics of leadership, society, organizations, and shares his ideas.

ACKNOWLEDAGES



The 2014 ICOI- International Conference on Organizational Innovation was held in De La Salle University, Manila, Philippines.

Manila is the economic and political heart of the Philippines, home to extensive commerce and some of the most historically and culturally significant landmarks in the country, as well as the seat of the executive and judicial branches of the government. Manila is listed as a global city, containing many scientific and educational institutions, numerous sport facilities, and other culturally and historically significant venues. 2014 ICOI brings together the best of this city at Manila to present and have academic discussion. The 2014ICOI conference papers were peer reviewed for technical and editorial content by a dedicated committee of referees. Nearly 147 papers were accepted for oral presentation at 2014 ICOI. These papers were presented in a single track of 30 sessions spanning two days, promoting extended interaction between the various Innovational disciplines. In addition to the contributed papers, 2 invited keynote address : 1. Dr. Sydney Engelberg, Hebrew University, Jerusalem. 2. Dr. Harold G. Kaufman, Polytechnic Institute of New York University, USA 3 Dr. Sergey Ivanov, University of the District of Columbia, USA were given. I also thank all authors and participants for their contributions.

The 2014 ICOI cannot be successful without the full support from many institutes. I would like to thank International Association of Organizational Innovation, Chang Jung Christian University, Department of International Business, Taiwan, De La Salle University, Manila, Philippines, Nanjing Audit University, China, Southeastern Louisiana University, USA, and Swinburne University of Technology, Au. The city of Manila, Philippines has grown to become the political, social and economic center of Indonesia and one of Southeast Asia , you can enjoy gourmet food and different cultures. Moreover , this is a city of order and efficiency. Finally I wish all of you to have a wonderful time in Manila, Philippines. Please let us know if there is anything we can do to make your stay more enjoyable.

Prof. Dr. Shieh, Chich-Jen (Charles)

2014 ICOI, Executive Director

Chang Jung Christian University , Taiwan

Email: Charles@iaoiusa.org

2014 ICOI ORGANIZATION LISTING

Honorable Chairs	
Dr. Fred Dembowski	President of International Association of Organizational Innovation , USA
Dr. Ma. Luisa C. Delayco	Dean of the Ramon V. del Rosario College of Business
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Dr. Indrianawati Usman	Vice Dean of Faculty of Financial and HRD, Airlangga University, Surabaya, Indonesia
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Dr. Tomáš Tichý	Professor in VSB-Technical University Ostrava, Czech

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T. Aria Auliandri	Department of Faculty of Economics and Business, Airlangga University, Surabaya, Indonesia
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Mr. Velu Perumal	President of the Association of Creativity Innovation and Design Malaysia (ACRIDEM).
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Dr. Hong-Cheng Liu	Department of Public Policy and Management, I-Shou

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Dr. Yu-Jia Hu	Department of Marketing and Distribution Management Fortune Institute of Technology, Taiwan

2014 The International Conference on Organizational Innovation Agenda

DATE : Aug, 12 2014, Tuesday

LOCATION : De La Salle University, Manila, Philippines

TIME	ACTIVITY	PLACE
08 : 30 – 09 : 00	REGISTRATION	
09 : 00 – 10 : 00	<p><u>Conference Host :</u> Ms. Honorata G. Dimapilis</p> <p><u>Conference Grand Opening Speech :</u> 1. Prof. Dr. Frederick Dembowski, President of International Association of Organizational Innovation. USA 2. Prof. Dr. Ma. Luisa C. Delayc, Dean of the Ramon V. del Rosario College of Business</p> <p><u>Honored VIP Speech :</u> 1. Prof. Dr. Muslich Anshori, Dean of Faculty of Economics and Business, Airlangga University. Indonesia 2. Dr. Sri Gunawan, Head of Department Management, Faculty of Economics and business, Airlangga university, Surabaya Indonesia. 3. Dr. Fernando Cardoso de Sousa, Director of Portuguese Creativity and innovation Association (Apgico). 4. Dr. Alex Maritz: Swinburne University of Technology, Australia 5. Dr. Tomáš Tichý, VŠB-TU Ostrava, Czech Republic 6. Mr. Velu Perumal, University Putra Malaysia, Malaysia 7. Dr. Szu-Yuan Sun, National Kaohsiung First University of Science, Taiwan, ROC 8. Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC</p>	Natividad Fajardo-Rosario Gonzales Auditorium
10 : 00 – 10 : 30	Tea Time and Academic Exchange	
10 : 30 – 11 : 00	<p style="text-align: center;">Keynote Presentation (1) Speaker : Dr. Sydney Engelberg Topic: Decision-Making, Innovation and Organizational Change: A New Paradigm</p>	Natividad Fajardo-Rosario Gonzales Auditorium
11 : 00 – 11 : 30	<p style="text-align: center;">Keynote Presentation (2) Speaker : Dr. Harold G. Kaufman Topic: Innovations in Human Capital Management</p>	
11 : 30 – 12 : 30	<p style="text-align: center;">Keynote Presentation (3) Speaker : Dr. Sergey Ivanov Topic: Necessary Conditions for Innovation in Organizations and Societies</p>	
12 : 30 – 13 : 30	Lunch	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y507

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 1.1 13 : 30 14 : 50	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 14R-A58: Houseprices and bank lending in Indonesia	Rahmat Heru Setianto Indonesia
	2. 14R-A35: The Impact of Learning Culture and Commitment on the Corporate Performance	Andreas Budihardjo, Indonesia
	3. 14R-A81: Analysis and Forecasting of Bankruptcy Potential Using Multiple Discriminant Analysis and Double Moving Average on PT. Bakrie Telecom, Tbk Year 2013.	Norita Indonesia
	4. 14R-A87: The influence Analysis of CAR, OER and LDR to ROA using Panel Data Regression Model (Case Study on Commercial Banks listed on the Indonesia Stock Exchange Period 2008-2011)	Irni Yunita Indonesia
	5. 14R-122: Senior Entrepreneurship: Active Ageing and Extending Working Lives	Alex Maritz Australia
14 : 50 15 : 00	Tea Time	
Session 1.2 15 : 10 16 : 30	Chair : Dr. Tri Siwi Agustina, Airlangga University, Indonesia	
	1. 14R-A08: Students' Entrepreneurial Intention in Indonesia	Dyah Sawitri Indonesia
	2. 14R-A54: Innovative Female Entrepreneur: Intellectual Capital Based Family Business in the Digital Era Journal Human Resources	Mustika Amalia Wardaty, Indonesia
	3. 14R-A75: Assessing Entrepreneurial Attitude Among Undergraduates	Jenny Lukito Setiawan Indonesia
	4. 14R-132: Identifying Sustainable Manufacturing Strategy Infrastructural Decisions under Firm Size Influence Using a Hybrid Approach	Eppie Clark, Philippines
	5. 14R-A71: An Overview of Innovative Behavior and Entrepreneurial Success of Chinese Women Traders in Surabaya	Tri Siwi Agustina, Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y508

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 2.1 13 : 30 14 : 50	Chair : Dr. Tomáš Tichý, VŠB-TU Ostrava Czech Republic	
	1. 14R-A04: Application of Linear Programming in Products Combination Planning to Maximize Profit	Paskah Ika Nugroho Indonesia
	2. 14R-A11: SWOT Analysis and Ife Efe Matriks of the Small Loans in Bri Ciputat and Mandiri Sharia Bank Ciputat	Amalia, Indonesia
	3. 14R-A13: Analysis of Corporate Social Responsibility, Foreign Ownership and Stock Return	Mutamimah Indonesia
	4. 14R-A22: Analysis of Different Interests in Family Financial Planning in Greater Jakarta	Benedicta Evienia P Indonesia
	5. 14R-A80: Relationship between Macroeconomic Factors and Stock Price Position Oo Real Estate and Property Companies at IDX Period 2010 – 2013	Purwanto Indonesia
	6. 14R-098: Comparison of Market Risk Models With Respect to Suggested Changes of Basel Accord	Tomáš Tichý, Czech Republic
14 : 50 15 : 00	Tea Time	
Session 2.2 15 : 10 16 : 30	Chair : Dr. Fitri Ismiyanti , Airlangga University, Indonesia	
	1. 14R-A33: The Influence of Corporate Governance toward Financial Risk Disclosure	Luluk Muhimatul Ifada Indonesia
	2. 14R-A45: The Effect of Net Income and Cash Flow Total to the Company Value, in the Property and Real Estate Company Listed on the Indonesia Stock Exchange during the Period 2008-2011	Aneu Kuraesin RS Indonesia
	3. 14R-A49:Different Analysis of Mutual Fund Proportions In Bond Investments Before And After The Income Tax Rate Increase In Interest Bonds of Mutual Fund Investments In Mutual Funds Company Listed In The Otoritas Jasa Keuangan Period of 2009-2012	Okta Sindhu Hartadinata Indonesia
	4. 14R-A63: Capital Market Co-integration in Five ASEAN Countries Pre and Post of the Global Financial Crises	I Made Surya Negara Sudirman, Indonesia
	5.14R-A52: Political Risk Indicators and the Effect of Foreign Direct Investment in Indonesia	Fitri Ismiyanti Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y509

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 3.1 13 : 30 14 : 50	Chair : Dr. Fernando Cardoso de Sousa, The Portuguese Association for Creativity and Innovation, Portugal	
	1. 14R-A82: Application of Freedom of Contract Principle Agreement in Indonesia Business Environment	Aris Armuninggar Indonesia
	2. 14R-A73: An Analysis of the Efforts to Achieve Green Hotel Management Standard by Using the Analytical Hierarchy Process Methods at Majapahit Hotel Surabaya	Tuwanku Aria Auliandri Indonesia
	3. 14R-A85: Entrepreneurial Intention among Undergraduate Students: Theory of Planned Behavior Perspectives and the Role of Personality	Jovi Sulistiawan Indonesia
	4. 14R-A92: The Antecedence of Entrepreneurial Achievement	Intan Astriyana Febrica Indonesia
	5. 14R-061: Using Creative Problem Solving (Cps) To Improve Efficiency in A Non-Profit Organization	Fernando Cardoso de Sousa, Portugal
14 : 50 15 : 00	Tea Time	
Session 3.2 15 : 10 16 : 30	Chair : Dr. Dwi Ratmawati , Airlangga University, Indonesia	
	1. 14R-A01: Human Resources Management Strategy as an Effort to Improve Innovation in Organizations	Purnamie Titisari Indonesia
	2. 14R-A02: Independent People Empowerment National Program (Pnpm Mandiri) As A Model of Poverty Alleviation (A Study on Strategic Human Resource Empowerment)	Marno Nugroho, Indonesia
	3. 14R-A16: Dominant Factor Affecting Marketing Employee Discipline in Publishing Company	Astadi Pangarso, Indonesia
	4. 14R-126: On Fuzzy-ANP Approach in Developing Sustainable Manufacturing Strategy Structural Decisions under Firm Size Influence	Lanndon Ocampo Philippines
	5. 14R-A19: The Role of Safety Knowledge and Safety Motivation as Intervening Variable on the Influence of Safety Climate to Safety Performance. Study on Operational Employees of Production Department in "PT Dok Shipyard" Surabaya	Dwi Ratmawati, Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y408

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 4.1 13 : 30 14 : 50	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation, USA	
	1. 14R-A29: Quality Assurance Implementation in Higher Education to Strengthen the Innovation Strategy in Facing Globalization: A Case Study	Rorim Panday, Indonesia
	2. 14R-A30: Elderly Empowerment through local potential based Onislamic Boarding School (A Study at the AlMahalli Elderly Islamic Boarding School, Yogyakarta Indonesia)	Nurus Sa'adah Indonesia
	3. 14R-A91: The Study of Work Quality with Affirmative Policy, Organizational Culture, LMX and Diversity as Antecedent Variables	Amaliyah Indonesia
	4. 14R-A72: International, Industri Diversification and Value of the Manufacture Firm in Indonesian Stock Exchange	Windijarto Indonesia
	5. 14R-A77: Herding Behavior in Indonesia	Puput Tri Komalasari Indonesia
14 : 50 15 : 00	Tea Time	
Session 4.2 15 : 00 16 : 30	Chair : Dr. Frederick Dembowski, President of International Association of Organizational Innovation, USA	
	1, 14R-A46: Identified Income Smoothing Factors Drivers on Indonesian Manufactures Companies	Dista Amalia Arifah Indonesia
	2. 14R-A50: Women Spectator Consumption on Football Matches: Aremanita of Malang City	Radityo Handrito , Indonesia
	3. 14R-A56: Experimental Study: Analysis Relationships Retail Type, Brand Name and Product Quality with Gender and Product involvement as a moderator variable	Sri Hartini Indonesia
	4. 14R-A65: The Role of Individualism of Indonesian Consumers in Online Negative Word-Of-Mouth	Dien Mardhiyah Indonesia
	5. 14R-A42: The Effect of Customer Enduring Travel Involvement on Destination Brand Equity of KOTA BATU	Masmira Kurniawati Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Yuchengco Seminar Room, Y409

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 5.1 13 : 30 14 : 50	Chair : Dr. Sergey Ivanov, University of the District of Columbia, USA	
	1. 14R-048: Language Learning for Fun: Scaffolding Strategies for the Elder People	Kuei-Chiu Chang Taiwan
	2. 14R-A40: The Influence of Critical Success Factor of Quality Management to Total Quality Management Proliferation	Hesti Maheswari Indonesia
	3. 14R-A48: The Logistic System and Concept of Archipelago Logistics in Indonesia	Puspandam Katias, Indonesia
	4. 14R-A78: Efficiency Improvement in Drugs Inventory Management	Yetty Dwi Lestari Indonesia
	5. 14R-033: Associations: A Hidden Side of All Organizations	Sergey Ivanov, USA
14 : 50 15 : 00	Tea Time	
Session 5.2 15 : 10 16 : 30	Chair : Dr. Sony Kusumasondjaja , Airlangga University, Indonesia	
	1. 14R-A14: Why She Travels?	Theda Renanita Indonesia
	2. 14R-080: Determining the Factors that influence most the Filipino Purchasing Behavior towards High-end Electronic Products	Anthony Paul C. Villamor, Philippines
	3. 14R-A69: Kangean New Exclusively International Transit Airport with Mini Indonesian Concept as a Solution of Irregularity Indonesian Air Transport and Improve Hospitality and Tourism Management	Erisa Adestya Indonesia
	4. 14R-A70: Business Success in terms of the Spirit of Entrepreneurship and Creativity (Survey on the Craftsmen of Angklung Souvenir and Angklung in Saung Angklung Udjo Neighborhood Bandung West Java)	Raeni Dwi Santy Indonesia
	5. 14R-A74: Consumer Dissatisfaction, Altruism and Online Complaining Behavior in Twitter: The Roles of Severity and Service Types	Sony Kusumasondjaja, Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building, A1403

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 6.1 13 : 30 14 : 50	Chair : Dr. Sydney Engelberg Hebrew University Jerusalem, Israel	
	1. 14R-097: The Impact of Corporate Governance on Firm Performance on stock price Among Publicly Listed Companies in the Philippines 2009 to 2011	Habib Mohammadpoor, Iran
	2. 14R-A27: The Effects of Potential and Realized Absorptive Capacity on Suppliers' Performance: The Moderating Effect of Empowerment Climate	Badri Munir Sukoco Indonesia
	3. 14R-A60: The Influence of Foreign Institutional Ownership and Domestic Institutional Ownership to Stock Market Liquidity (Study in Manufacturing Industry Listed in Indonesia Stock Exchange)	Muhammad Madyan Indonesia
	4. 14R-A51: The Role of People's Business Credit in Improving Micro and Small Enterprises (MSEs) Performance in Makassar, Indonesia	Musran Munizu Indonesia
	5. 14R-A67: Historical Performance and characteristic of Mutual Fund	Wisudanto Indonesia
14 : 50 15 : 00	Tea Time	
Session 6.2 15 : 10 16 : 30	Chair : Dr. Indrianawati , Airlangga University, Indonesia	
	1. 14R-A17: Entrepreneurship Theory	Y. Lilik Rudianto Indonesia
	2. 14R-085: Descriptive Analysis of the Attitude, Behavior, and Satisfaction of the Professors of the Ust Faculty of Pharmacy towards Work	Carla Melissa A. Garcia, Philippines
	3. 14R-A18: Transformational Leadership and Task Performance: The Mediating Role of Psychological Empowerment	Praptini Yulianti Indonesia
	4. 14R-A10: A Comparison Study on the Potential and Problems of Small and Large Scale Processed Coffee Businesses in Jember Regency	Isti Fadiah Indonesia
	5. 14R-A84: Investigation of Factors that Affect Customers Do Not Re-Purchase the Original Product Component with Root Cause Analysis	Indrianawati Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building, A703

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 7.1 13 : 30 14 : 50	Chair : Dr. Harold G. Kaufman, NYU Polytechnic School of Engineering, USA	
	1. 14R-101: Study on the Interdisciplinary Performance and Exhibition Design Incorporating Folk Imagery	Chung-Ting Hsu Taiwan
	2. 14R-092: Operational Factors Influencing the Elders' Use of Multi-media Kiosk Interfaces	Shen Yu-Che, Taiwan
	3. 14R-090: A Study of Customized Shoe Last Design for Patients with Diabetes,	Bo-Xin Huang, Taiwan
	4. 14R-094: Preferred bicycle type for young user's analysis by AHP	Bing-Hsuan Wu, Taiwan
	5. 14R-091: Customized Product Development Process - Design of Circumaural Headphones as an Example	Zi-Lin Zhan, Taiwan
14 : 50 15 : 00	Tea Time	
Session 7.2 15 : 10 16 : 30	Chair : Hermawanto , Airlangga University, Indonesia	
	1. 14R-046: Impact of Organized Retailing on Unorganized Small Traders in Salem District: An Empirical Study	C. Natarajan, India
	2. 14R-A21: Greening Management Practices, Process & Product as the Antecedents of Green Firm Performance Empirical Evidences from LSE (Large Scale Enterprises) in Indonesia	Hamonangan Siallagan, Indonesia
	3. 14R-A36: SWOT analysis on global competitiveness of Industrial Center of Chips in West Java Indonesia	Mutia Tri Satya, Indonesia
	4. 14R-A79: The Role of Competence and Supply Chain Integration in Operational Performance	Baling Kustriyono Indonesia
	5. 14R-A76: Managing the Innovative Organization: The strategy-Structure- System- Culture- Style Equifinality-Based Fit Configuration	Hermawanto Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Br. Andrew Gonzales Building. A1703

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 8.1 13 : 30 14 : 50	Chair : Dr. K.K. Rajendran, Bharathidasan University, South India	
	1.14R-A09: Marketing of Science: Exploration the Long Term Effect of Innovative Teaching Learning	Gancar C Premananto Indonesia
	2.14R-A26: Usage of It Services In Higher Education Management for Innovation Strategy: A Case Study	John Tampil Purba Indonesia
	3.14R-A64:Inter-generational Conflict within a Small Scale Rice Milling Family Firm (A Case Study)	Andiana Rosid Indonesia
	4. 14R-A88: Effect of Promotion Mix to Purchasing Decisions (A Case Study in consumer Agung Samudra Abadi)	J.E.Sutanto Indonesia
	5.14R-081: Interpersonal Orientation and Stress Management of Higher Secondary Students	K.K. Rajendran, South India
14 : 50 15 : 00	Tea Time	
Session 8.2 15 : 10 16 : 30	Chair : Dr. Masmira Kurniawati, Airlangga University, Indonesia	
	1. 14R-052: Communication as Mechanism against Crisis: A Semiotic Approach on What Managers - Should Learn From Habermas Theory of Communicative Action	Marvin S. Daguplo Philippines
	2. 14R-083: Job Satisfaction and Life Satisfaction among B.T. Assistant Teachers	K.K. Rajendran, South India
	3.14R-A62: The Analysis of Reward, Human Resources Quality, Working Environment, Commitment, and Employees' Performance of the Technical Services Unit (TSU) of Methal, Food – Beverage & Packaging Industries in East Java Province	Prijati Indonesia
	4. 14R-A93: Effect of Brand Image, Quality Service and Customer Satisfaction to Customer Loyalty PC Master (Case Study of Computer Distributors of Brand Dell In Surabaya)	J.E Sutanto Indonesia
	5. 14R-A89: The Management of Non Government Organization Program for Poor Children with Special Needs. Case Study of Peduli Kasih Anak Berkebutuhan Khusus in Surabaya	Hadiati, Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Rosario Jose Science Lecture Room, J504

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 9.1 13 : 30 14 : 50	Chair : Dr. Raymund Habaradas, De La Salle University, Philippines	
	1. 14R-A25: Management Career, Organizational Commitment and Turnover Intention	Nuri Herachwati, Indonesia
	2. 14R-A23: Ownership Concentration, Firm Characteristics and Dividend Policy of Family Controlled Firms in Indonesia	I Made Sudana Indonesia
	3. 14R-A37: Applying Analytic Hierarchy Process to Categorise Supply Risks in the Palm Oil Chain	Siti Fatimah Indonesia
	4. 14R-A47: Are there enough Controls on SMEs to support Good Corporate Governance?	Yuniarti Hidayah Suyoso Putra Indonesia
	5. 14R-127: Deal Sites and its Role on Small and Medium Enterprises (SMEs) Sales Turnover	Emilina R. Sarreal, Philippines
14 : 50 15 : 00	Tea Time	
Session 9.2 15 : 10 16 : 30	Chair : Dr. Brian Gozun, De La Salle University, Philippines	
	1. 14R-065: Innovative Aspects of Tourism Sector Modernization of the Crimea as a Tool for Integration of the Economy of the Peninsula in the Economic Space of Russia in the Context of Historical Specificity of Sectorial Development of the Region	Ekaterina V. Andreeva, Russia
	2. 14R-124: The Three Factors of Creativity Management: Visual, Number and Word Creativity	Junius W. Yu, Philippines
	3. 14R-A53: The Importance of Organizational Culture on Intellectual Capital	Dian Indiyati Indonesia
	4. 14R-A57: Innovative Control Systems, Top Management Team Heterogeneity and Performance of University	Sondang Mariani Rajagukguk Indonesia
	5. 14R-A68: The Influence Marketing Innovation and Organizational Innovation, to Strategic Innovation, Diffusion Innovation and Market Differentiation, to Market Outstanding Performance, and Organizational Sustainability: A Resource-Based View Perspective of Indonesian Banking Industry	Maria Mia Kristanti Indonesia
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 12 2014, Tuesday

LOCATION : Faculty Center Conference Room AB4

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 10.1 13 : 30 14 : 50	Chair : Dr. Aida L. Velasco, De La Salle University, Philippines	
	1. 14R-130: The Passport: Is It Subject To Confiscation?	Antonio A. Ligon, Philippines
	2. 14R-A32: World Trade Organization (WTO) and Economic Growth. The Impact of Joining WTO on Indonesia's Economy. An Econometric Modeling Approach	Wilson ajagukguk Indonesia
	3. 14R-A39: The Balance Social Enterprise Spectrum on Csr Agenda in Supporting Arts	Daryanto Hesti Wibowo Indonesia
	4 14R-A59: The Effect of Determination of Government Regulation Number 46 of 2013 on Individual Tax Compliance Rate Resident Taxpayer	Lina Said Indonesia
	5. 14R-A61: Readiness of Indonesian SMEs in Facing AEC	Roos K. Andadari Indonesia
	6. 14R-131:Innovation in Filipino Firms	Aida L. Velasco Philippines
14 : 50 15 : 00	Tea Time	
Session 10.2 15 : 10 16 : 30	Chair : Dr. Divina Edralin, De La Salle University, Philippines	
	1. 14R-A15: The Antecedent of Trust in Relationship Marketing in Non Profit Organizations	Tanti Handriana Indonesia
	2. 14R-A43:How Knowledge Management is applied in Planning Board of Public Services in Central – East Java And West Nusa Tenggara Provinces – Indonesia	I Made Sutama Indonesia
	3.14R-A31: The Impact of Performance of Human Resources and Information Technology in Company Retail with Information Technology as a Moderating Variable: Swalayan Surya	Indro Kirono, Indonesia
	4. 14R-A44:Application of Colloquium Exploratory-based Learning Method in Introduction to Business Course in Department of Management, Faculty of Economics and Business, Universitas Airlangga, Indonesia	FebrianaWurjaningrum Indonesia
	5. 14R-125: Innovation Management through an Entrepreneurial Lens: The Case of Two Filipina Pioneering Entrepreneurs from Naga City	Divina Edralin, Philippines
18 : 00	Welcoming Dinner	Henry Sy, Sr. Hall, 4th floor

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y507

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 1.3 09 : 00 10 : 20	Chair : Dr. Alex Maritz, Swinburne University of Technology, Australia	
	1. 14R-107: The Effects of Social Support and Organizational Support on The Relationships between Emotional Labor And Job Performance	Chuan-Ya Huang Taiwan
	2. 14R-109: The Effects of Public Worker's Job Satisfaction, Perceived Pension Fairness, And Work Motivation on Job Performance	Yen-Chia Chen Taiwan
	3. 14R-114: A Exploratory Study on Creativity And Management of Social Entrepreneurs In Taiwan- An Example Of El Patio Del Cielo And Town Way	Luke H. C. Hsiao, Taiwan
	4. 14R-115: A Study on Stakeholders' Knowledge Of Policy Announcement And Identification to Twelve-Year Compulsory Education Program -Examples of Junior High Schools In Kaohsiung City	Luke H. C. Hsiao, Taiwan
10 : 20 10 : 30	Tea Time	
Session 1.4 10 : 30 12 : 00	Chair : Dr. Hong-Cheng Liu, I-Shou University, Taiwan, ROC	
	1. 14R-075: Student' Reactions on the Use of Basic Chinese Mandarin as an Instructional Material for Foreign Language	Ecalnir, Rosa Adelaida Chan, , Philippines
	2. 14R-086: Personality factors of the successful innovative activity	Sergey Yagolkovski Russia
	3. 14R-121: Innovative Instruments of University Competitiveness Increasing: Strategy of Intelligent – Marketing	Denis Ushakov, Thailand
	4. 14R-129: Technology Innovation and Entrepreneurship in Australia: A Systematic Literature Review and Conceptual Framework	George Shafik Australia
	5. 14R-116: Critical Success Factors In Public Sectors Practicing Knowledge Outsourcing	Hong-Cheng Liu, Taiwan
	Return	

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y508

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 2.3 09 : 00 10 : 20	Chair : Dr. Ying-Jye Lee, Kaohsiung University of Applied Sciences, Taiwan	
	1. 14R-077: An Extension-Based Innovative Design of Labor-Saving Mop	C.T. Wu, Taiwan
	2. 14R-088: An Evaluation Model for Product Aesthetic Measures Constructed by Aesthetic Principles of Balance	Chi-Hung Lo, Taiwan
	3. 14R-089: A Pilot Study of Design Strategies and Trends of Assistive Devices for the Elderly	Yi-Chu Shih Taiwan
	4. 14R-111: A Study Affective Factor Selection using CA & PA for Kansei Engineering	Wang, Tsung-Hsing Taiwan
	5. 14R-096: Exploring Evaluation Factors of Cultural and Creative Products – Take Anping Sword Lion in Taiwan as an example	Ying-Jye Lee, Taiwan
10 : 20 10 : 30	Tea Time	
Session 2.4 10 : 30 12 : 00	Chair : Dr. Shang-Pao Yeh, I-Shou University, Taiwan, ROC	
	1. 14R-043: An Empirical Study of The Relationships between Attribution of Success and Failure in Teaching, and Teaching Self-Efficacy of Physical Education Teachers at Junior High Schools	Chiou-Chi Hsiau, Taiwan
	2. 14R-049: Recreation Motivation and Experience of 2013 Taiwan Balloon Festival	Shang-Chang Ting, Taiwan
	3. 14R-063: Analyzing the Importance of Emotional Intelligence in Workplace Performance	Abdul Samad Pakistan
	4. 14R-106: Testing measurement invariance across gender for the section of tangibles of SERVQUAL Scale for Taiwan Retail Chain Stores Business	Yu-Jia Hu Taiwan
	5. 14R-117: Foundations of Aesthetics and Character Education in Early Childhood Education	Mei-Ju Chou Taiwan
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DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y509

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 3.3 09 : 00 10 : 20	Chair : Dr. Chou, Jyh-Rong , I-Shou University, Taiwan, ROC	
	1. 14R-035: A Study on the Application of Concurrent Design Strategy on Hair drye	Wei-Chun Chen, Taiwan
	2. 14R-036: Concurrent Design Strategy in Modeling and Structure of Surveillance Cameras Research	Zhi-Wei Liao, Taiwan
	3. 14R-037: Concurrent Design Strategy in Video Event Data Recorder	Wei-Jhin Jhao, Taiwan
	4. 14R-038: Studying the Effects of the Airflow Induced by Office Ceiling Fans on the Ventilation of a Human Body	Hsin-Hung Lin, Taiwan
	5. 14R-095: A Su-Field Enhanced Concept Mapping Diagram for Generating New Product Ideas	Chou, Jyh-Rong, Taiwan
10 : 20 10 : 30	Tea Time	
Session 3.4 10 : 30 12 : 00	Chair : Dr. Shu-Hen, Chiang , Chung-Yuan Christian University, Taiwan, ROC	
	1. 14R-073: Attributes of Employees of Generation X and Y in IT Industries in Karnataka-India	ShammyShiri, India
	2. 14R-100: A Study on the Continuous Intention of Group Buying through Facebook Communities	Chia-Pin Lee, Taiwan
	3. 14R-118: Facilitating Design-led Innovations in SMEs	Kim C. K. Lee Taiwan
	4. 14R-119: Exploring the Competitive Strategies of Tourism and Leisure Industry in Taiwan	Hsiang-Ting Su Taiwan
	5. 14R-041: The Sources of Inflation in Rural China	Shu-hen, Chiang, Taiwan
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DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y408

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 4.3 09 : 00 10 : 20	Chair : Prof. Jenn-Yang Lin, Nan Hua University, Taiwan, ROC	
	1. 14R-060: The Line Brand: A Case Study Combining Social Cognitive Theory , and Social Media Brand Word of Mouth	Szu-Yuan Sun, Taiwan
	2. 14R-072: Effect of Knowledge Management Practices on Organizational Performance: A Case of Corporate Sector Islamabad, Pakistan.	Muhammad Arif Pakistan.
	3. 14R-070: Safety Learning System to Cram School	Shu-Rung Lin, Taiwan
	4. 14R-120: Commercialisation of University Technology Research.	Benjamin Hempel Australia
10 : 20 10 : 30	Tea Time	
Session 4.4 10 : 30 12 : 00	Chair : Dr. I-Ying Chang, Chung Hua University, Taiwan, ROC	
	1. 14R-034: Innovative Productions of Computer Base Television	Sedat Cereci , Turkey
	2. 14R-067: Antecedents of Job Satisfaction – Pakistan Perspective	Jamshid Khattak, Pakistan
	3. 14R-071: Management System for the Implementation of Dynamic Spectrum Access for Wireless Networks in Pakistan	Zulqarnain Zahid Pakistan,
	4. 14R-112: A Proposal of Research - The Influence of Pingxi Sky Lantern Festival on Local Marketing	I-Ying Chang, Taiwan
16 : 30	Return	

DATE : Aug, 13 2014, Wednesday

LOCATION : Yuchengco Seminar Room, Y409

De La Salle University, Manila, Philippines

Time	Topic of Seminar	Country/Region
Session 5.3 09 : 00 10 : 20	Chair: Dr. Chih Yuan Huang, Kao Yuan University, Taiwan, ROC	
	1. 14R-076: Using DEA Model to Analysis the Operational Efficiency of Medical Centers in Taiwan	Ching-Kuo Wei Taiwan
	2. 14R-102: Development of a Kinesthetic Learning System for Schoolchildren's Baseball Learning	Sheng-Wen Hsieh Taiwan
	3. 14R-108: The effects of Leisure Attitude on the Relationships between Job Stress and Job Performance	Hao-Ren Yang Taiwan
	4. 14R-123: Acceptability and Capability of the Energy Consumption Monitoring System: Basis for Efficient Saving Scheme	Richard M. Pabelona, Bacolod City
	5. 14R-079: Supplementing Government Strategies toward Low Total Fertility Rate in Taiwan	Chih Yuan Huang Taiwan
10 : 20 10 : 30	Tea Time	
Session 5.4 10 : 30 12 : 00	Chair: Dr. Wan-Yu Chang, Taiwan Shoufu University, Taiwan, ROC	
	1. 14R-020: The Direct and Indirect Effects of Customer Focus on Performance in Public Firms	Zulnaidi Yaacob, Malaysia
	2. 14R-103: Successful Teams are built to Last: An Insight to Team Leadership	Shamaila A. Chaudhry USA
	3. 14R-105: Inspecting the Dilemma over Taiwan Cinemas from the Aspect of Filmmaking - the examples of Cape No.7 and Seediq Bale	Ying-Jye Lee, Taiwan
	4. 14R-110: The Research on the Development Strategies and Economic Benefits of Operating the Kaohsiung Exhibition Center	Wan-Yu Chang, Taiwan
16 : 30	Return	

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14R-085:Descriptive Analysis of the Attitude, Behavior, and Satisfaction of the Professors of the Ust Faculty of Pharmacy towards Work-----	2
14R-106:Testing measurement invariance across gender for the section of tangibles of SERVQUAL Scale for Taiwan retail chain stores business-----	3
14R-126:On Fuzzy-ANP Approach in Developing Sustainable Manufacturing Strategy Structural Decisions under Firm Size Influence-----	4
14R-127: Deal Sites and its Role on Small and Medium Enterprises (SMEs) Sales Turnover-----	5
14R-A10:A Comparison Study on the Potential and Problems of Small and Large Scale Processed Coffee Businesses in Jember Regency-----	6
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The Antecedent of Trust In Relationship Marketing in Non Profit Organizations

Tanti Handriana
Universitas Airlangga, Surabaya, Indonesia
Email: handriana_tanti@yahoo.com

Abstract

This study aims to investigate the antecedent of trust in relationship marketing in non profit organization. Relationship marketing is a concept that is rooted in social exchange theory. It is attracting, maintaining and enhancing customer relationship. In relationship marketing concept, trust variable is a key success factor. Trust is a willingness to rely on an exchange partner in whom one has confidence. The topic of trust is generating increased interest in organizational studies both in profit organization and non profit organization.

This riset uses a survey method and the research samples are individual donors of philanthropy organizations. The number of respondents are 507. Multiple linear regression is selected as the technique of analysis. This research examines three hypotheses where two of them are supported. They are (1) the impact of shared values on trust; (2) the impact of communication on relationship commitment. Meanwhile, the unsupported hypothesis is the impact of relationship marketing investment on trust.

The contribution of this study is mainly in broadening the application of relationship marketing concept. In specific, the concept is not only suitable for profit organizations as commonly thought, but also for non profit organizations. In this broadening conception, the key role of trust in relationship marketing in non profit organization.

Keywords:

relationship marketing, shared values, communication, relationship marketing investment, trust.

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